What is claimed is:

1. A method of applying a rotatable outer label to a container, comprising:

permanently securing an inner label about the container;

temporarily coupling an outer label having a transparent region to the inner label;

securing the outer label about the container; and

rotating the outer label relative to the inner label to detach the outer label from the inner label and to allow the outer label to rotate freely relative to the inner label.

2. The method of claim 1 wherein the inner label has written indicia disposed on an inner label front surface.

3. The method of claim 2 wherein the outer label has written indicia disposed on an outer label front surface.

4. The method of claim 3 further comprising the step of applying a slip agent between an inner label front surface and an outer label back surface.

5. The method of claim 4 wherein the slip agent has a coefficient of friction between 1.5 and 2.0.

6. The method of claim 4 wherein the step of temporarily coupling further comprises temporarily adhering the outer label to the inner label through the use of one selected from the group consisting of adhesive, water, static electricity and pressure.

7. The method of claim 6 wherein a layer of varnish is disposed on at least a portion of the inner label front surface.

8. The method of claim 7 wherein the adhesive is disposed on at least a portion of the inner label front surface.

9. The method of claim 7 wherein the step of permanently securing the inner label about the container further comprises applying a permanent adhesive to at least a portion of an outer surface of the container.

10. A method of applying a rotatable label to a container, comprising:

providing a container having written indicia disposed on an outer surface of the container;

temporarily coupling a label having a transparent region to the outer surface of the container;

securing the label about the container; and

rotating the label relative to the outer surface of the container to detach the label from the outer surface of the container and to allow the label to rotate freely relative to the outer surface of the container.

11. The method of claim 10 further comprising the step of disposing a layer of varnish on at least a portion of the outer surface of the container to limit the ability of the label to adhere to the portion of the outer surface of the container.

12. The method of claim 11 further comprising the step of applying a slip agent between a label back surface and the container's outer surface.

13. The method of claim 12 wherein the slip agent has a coefficient of friction between 1.5 and 2.0.

14. The method of claim 13 wherein the step of temporarily coupling further comprises temporarily adhering the label to the container's outer surface with a temporary adhesive.

15. A method of applying a rotatable label to a container; comprising:

permanently securing an inner label about the container;

cutting an outer label from a roll of labels;

temporarily securing a leading edge of a back surface of the outer label having a transparent region, from the roll of labels, to the inner label;

securing the outer label about the container; and

rotating the outer label relative to the inner label to detach the outer label from the inner label and to allow the outer label to rotate freely relative to the inner label.

16. The method of claim 15 wherein the inner label has written indicia disposed on an inner label front surface.

17. The method of claim 16 further comprising the step of applying a slip agent between an inner label front surface and an outer label back surface.

18. The method of claim 17 wherein the slip agent has a coefficient of friction between 1.5 and 2.0.

19. The method of claim 17 wherein the step of temporarily coupling further comprises the step of temporarily adhering the outer label to the inner label with a temporary adhesive.

20. The method of claim 19 wherein the step of cutting occurs substantially simultaneously with the step of temporarily adhering.

21. The method of claim 19 wherein the step of cutting occurs after the step of temporarily adhering.

22. The method of claim 19 wherein the step of cutting occurs before the step of temporarily adhering.

23. The method of claim 19 wherein a layer of varnish is disposed on at least a portion of the inner label to limit the ability of the outer label to adhere to the portion of the inner label.

24. A rotatable label comprising:

a label having first and second edges, front and back surfaces, and a transparent region;

temporary adhesive disposed adjacent to the first edge on the back surface for temporarily adhering the first edge to a container or an inner label;

permanent adhesive disposed adjacent to the second edge on the back surface for permanently securing the second edge on the back surface to the first edge on the front surface.

25. The rotatable label of claim 24 wherein the label has a slip agent disposed on at least a portion of the back surface to limit the ability of the label to adhere to a portion of an outer surface of the container or a portion of an outer surface of an inner label.

26. The rotatable label of claim 25 wherein the temporary adhesive has a viscosity of about 278 cP at 250°F/27/100 rpm.

27. A label for application to an object, comprising:

a shell having front and rear surfaces; and

a release tab releasably attached to the shell, the release tab having a rear surface;

a first adhesive disposed on the release tab rear surface for coupling the release tab to the object while the shell is wrapped around the object; and

a second adhesive for adhering an end portion of the shell rear surface to a corresponding end portion of the shell front surface adjacent to the release tab after the shell has been wrapped about the object such that the shell is secured about the object.

28. A label according to claim 27 wherein the shell further comprises a transparent portion.

29. A label according to claim 27 wherein the release tab is releasably attached to the shell by a perforated attachment.

30. A label according to claim 27 wherein the shell front surface has written indicia disposed thereon.

31. A label according to claim 27 further comprising a liner adhered to the shell and to the release tab.

32. A rotatable label comprising:

a label having first and second edges, front and back surfaces, and a transparent region;

temporary adhesive disposed adjacent to the first edge on the back surface for temporarily adhering the first edge to a container outer surface or an inner label outer surface;

temporary adhesive disposed adjacent to the second edge on the back surface for temporarily securing the second edge of the back surface adjacent to the first edge on the front surface so that the label may be easily removed from about the container.

33. The rotatable label of claim 32 wherein written indicia is disposed on the front surface.

34. The rotatable label of claim 33 wherein written indicia is disposed on the back surface.

35. The rotatable label of claim 32 wherein the label further comprises a transparent portion.

36. A method of applying a rotatable outer label to a container, comprising:

providing an outer label having a transparent region;

permanently securing an inner label about the container, the inner label having a layer of varnish disposed on at least a portion of a front surface of the inner label for limiting an adhesive bond between the inner label and the outer label;

temporarily adhering the outer label to the portion of the inner label front surface having the varnish layer;

securing the outer label about the container; and

rotating the outer label relative to the inner label to detach the outer label from the inner label and to allow the outer label to rotate freely relative to the inner label.

37. The method of claim 36 wherein the step of temporarily coupling further comprises disposing an adhesive on the layer of varnish.

38. The method of claim 36 wherein the step of temporarily coupling further comprises disposing an adhesive on a portion of the outer label back surface that comes in contact with the layer of varnish.